

The U.S. Commercial Service presents

# Retail in Rio

## Test your product for free in the Brazilian market!

Brazil's largest retailer, Brazil's Duty Free Operator, and other retailers want to test and buy new U.S. products. The U.S. Commercial Service in Brazil wants your products to be one of them.

Retail Giant Pão de Açúcar as well as Duty-Free Operator Brasif and other large vendors are teaming up with the U.S. Commercial Service at the U.S. Consulate in Rio de Janeiro to present a series of test marketing/promotional programs called **Retail in Rio**.

### How does it work?

- The U.S. Commercial Service in Rio will collect your product literature, price information and samples to give to the retailers for this test market program.
- Depending on which program your products are selected for, you will be asked to ship product.
- We will contact you and advise on next steps.

### What do I do next?

- Mail 10 copies of your product literature and pricing information with 3 sets of non-returnable samples by June 4, 2004 to the U.S. Consulate in Rio De Janeiro at address below:

Jim Cunningham  
Unit 3501  
APO AA 34030

*To ensure delivery, please include only these 3 lines and no additional information in the address. Also, please send via U.S. Postal Service, as express couriers cannot deliver to the above address.*

For more information, please visit:

[www.buyusa.gov/virginia/events/retailinrio.html](http://www.buyusa.gov/virginia/events/retailinrio.html)

